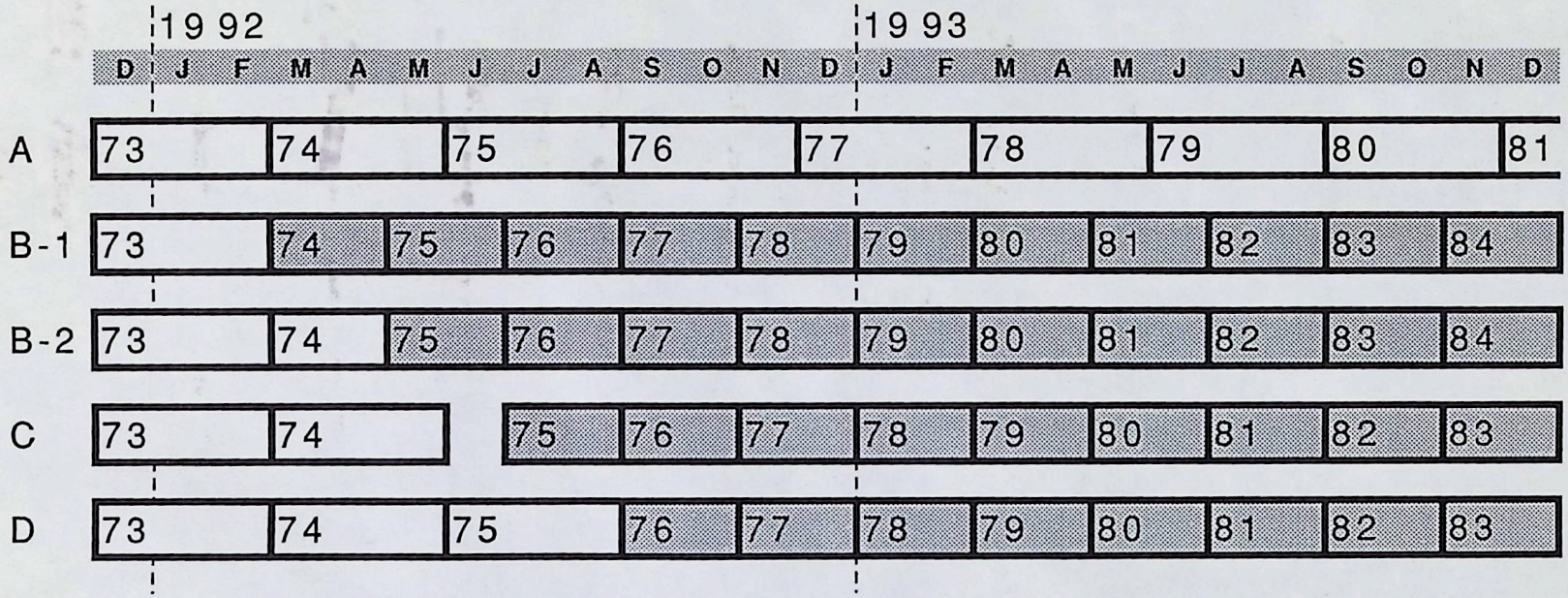
Bi-Moly Schedule Options (updated printed 1/2/92, 1:13 PM)



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-40 to -60

-20 to -40

-60 to -80

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what's the timing on this.?

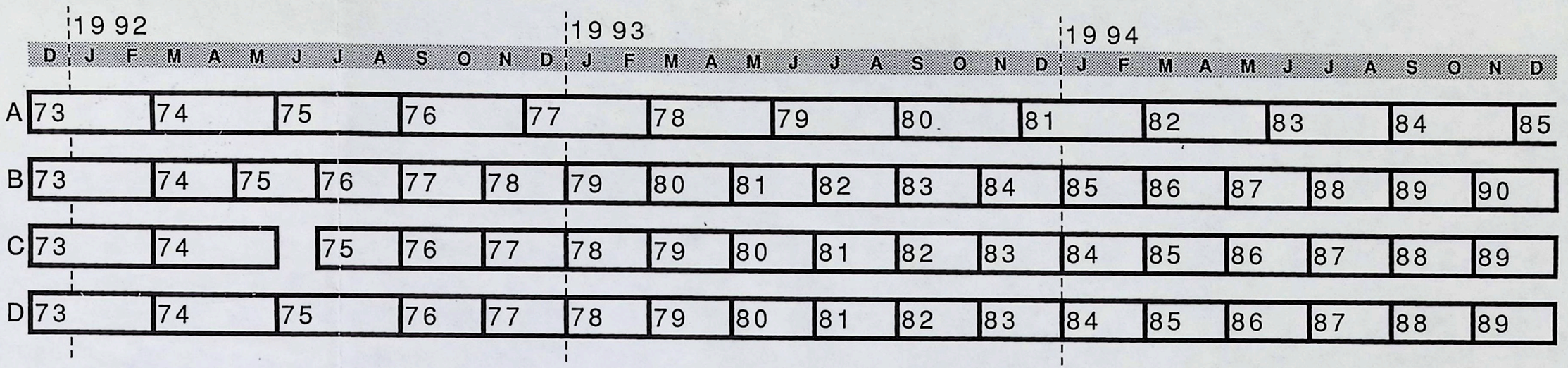
Option A is the status quo -- continuing as a quarterly
Option B-1 begins bi-monthly publication with a 96 page issue #74 (Mar/Apr 92)
Option B-2 begins bi-monthly publication with a 144 page issue #74 (Mar/Apr 92)
Option C begins bi-monthly publication with a 96 page issue #75 (Jul/Aug 92)
Option D begins bi-monthly publication with a 96 page issue #76 (Sep/Oct 92)

White issues are 144 pages, grey issues are 96 pages

Issues are shown by cover date; they would ship early in month prior to cover date (eg: Sept/Oct issues would ship early in August)

Any switchover to bi-monthly status requires us to give the equivalent of an extra one-third of an issue to all subscribers with an odd number of issues remaining on their subscriptions (eg: 1 quarterly issue becomes 2 bi-monthly issues, 3 becomes 5, etc.). We can recover that one-time loss of income by publishing more pages in the year we switchover (as in option B-2) but with the obvious extra expense of doing another 48 pages of the magazine. That loss of income is made even worse in an option like ~~#75~~ C where we lose an additional month of income on all subscribers.

Bi-Moly Schedule Options (updated printed 12/26/91, 4:14 PM)



Bi-Moly Switch Revenue Changes (updated printed 12/27/91, 2:22 PM)

Assumptions:	Printing & Full Costs	Production Costs	Editorial Costs	Net Newsstand Revenues (Best Case)	Net Newsstand Revenues (Worst Case)	Net Newsstand Subs Sold (Best Case)	Net Newsstand Subs Sold (Worst Case)
Per quarterly issue at $6.75	$41,619	$19,013	$36,085	$43,289	$36,648	1,585	1,359
Per bi-monthly issue at $5.00	$32,698	$12,675	$24,057	$31,237	$26,317	2,378	2,038

	Option A Best Case	Option A Worst Case	Option B Best Case	Option B Worst Case	Option C Best Case	Option C Worst Case	Option D Best Case	Option D Worst Case
Number of Quarterly Issues in 1992	4	4	0	0	1	1	2	2
Number of Bi-Monthly Issues in 1992	0	0	6	6	4	4	3	3
1992								
Renewal Revenues	$373,161	$373,161	$340,994	$340,994	$307,692	$307,692	$335,429	$335,429
Newsstand Revenues	$173,157	$146,592	$187,419	$157,902	$168,235	$141,916	$180,288	$152,247
Total Revenues	*$546,318*	*$519,753*	*$528,413*	*$498,896*	*$475,927*	*$449,608*	*$515,717*	*$487,676*
Printing & Fulfillment Costs	$166,476	$166,476	$196,188	$196,188	$172,411	$172,411	$181,332	$181,332
Renewal Expenses	$22,891	$22,891	$20,349	$20,349	$18,235	$18,235	$20,251	$20,251
Production Costs	$76,052	$76,052	$76,052	$76,052	$69,714	$69,714	$76,052	$76,052
Editorial Costs	$144,340	$144,340	$144,340	$144,340	$132,312	$132,312	$144,340	$144,340
One-Time Switchover Costs	$0	$0	$5,000	$10,000	$5,000	$10,000	$5,000	$10,000
Total Expenses	*$409,759*	*$409,759*	*$441,929*	*$446,929*	*$397,672*	*$402,672*	*$426,975*	*$431,975*
1992 Net for relevant categories	$136,559	$109,994	$86,484	$51,967	$78,255	$46,936	$88,742	$55,701
Difference compared to Status Quo Best Ca	*$0*	*($26,565)*	*($50,075)*	*($84,592)*	*($58,304)*	*($89,623)*	*($47,817)*	*($80,858)*
Difference compared to Status Quo Worst C	*$26,565*	*$0*	*($23,510)*	*($58,027)*	*($31,739)*	*($63,058)*	*($21,252)*	*($54,293)*
Number of Quarterly Issues in 1993	4	4	0	0	0	0	0	0
Number of Bi-Monthly Issues in 1993	0	0	6	6	6	6	6	6
1993								
Renewal Revenues	$400,000	$400,000	$415,000	$415,000	$425,000	$425,000	$445,000	$445,000
Newsstand Revenues	$173,157	$146,592	$187,419	$157,902	$168,235	$141,916	$180,288	$152,247
Total Revenues	*$573,157*	*$546,592*	*$602,419*	*$572,902*	*$593,235*	*$566,916*	*$625,288*	*$597,247*
Printing & Fulfillment Costs	$166,476	$166,476	$196,188	$196,188	$172,411	$172,411	$181,332	$181,332
Production Costs	$76,052	$76,052	$76,052	$76,052	$69,714	$69,714	$76,052	$76,052
Editorial Costs	$144,340	$144,340	$144,340	$144,340	$132,312	$132,312	$144,340	$144,340
One-Time Switchover Costs	$0	$0	$0	$0	$0	$0	$0	$0
Total Expenses	*$386,868*	*$386,868*	*$416,580*	*$416,580*	*$374,437*	*$374,437*	*$401,724*	*$401,724*
1993 Net for relevant categories	$186,289	$159,724	$185,839	$156,322	$218,798	$192,479	$223,564	$195,523
Difference compared to Status Quo Best Ca	*$0*	*($26,565)*	*($450)*	*($29,967)*	*$32,509*	*$6,190*	*$37,275*	*$9,234*
Difference compared to Status Quo Worst C	*$26,565*	*$0*	*$26,115*	*($3,402)*	*$59,074*	*$32,755*	*$63,840*	*$35,799*
1992-93 Net for relevant categories	$322,848	$269,718	$272,323	$208,289	$297,053	$239,415	$312,306	$251,224
Difference compared to Status Quo Best Ca	*$0*	*($53,130)*	*($50,525)*	*($114,559)*	*($25,795)*	*($83,433)*	*($10,542)*	*($71,624)*
Difference compared to Status Quo Worst C	*$53,130*	*$0*	*$2,605*	*($61,429)*	*$27,335*	*($30,303)*	*$42,588*	*($18,494)*
Net Subs from Newsstand Sales	*12,680*	*10,872*	*28,536*	*24,456*	*25,365*	*21,739*	*24,572*	*21,060*
Difference compared to Status Quo Best Ca	*0*	*-1,808*	*15,856*	*11,776*	*12,685*	*9,059*	*11,892*	*8,380*
Difference compared to Status Quo Worst C	*1,808*	*0*	*17,664*	*13,584*	*14,493*	*10,867*	*13,700*	*10,188*

Bi-Moly Switchover Options (updated printed 12/27/91, 2:20 PM)

	Option A Status Quo			Option B Bi-Monthly Beginning with #74 (Mar/Apr 92)				Option C Bi-Monthly Beginning with #75 (Jul/Aug 92)				Option D Bi-Monthly Beginning with #76 (Sep/Oct 92)			
	Exp. Issue	Pool Size *	First Effort Mailed	Old Exp. Issue	New Exp. Issue	Pool Size	First Effort Mailed	Old Exp. Issue	New Exp. Issue	Pool Size	First Effort Mailed	Old Exp. Issue	New Exp. Issue	Pool Size	First Effort Mailed
Series Which Began in 1991	72	1,000	On-going	72	72	1,000	On-going	72	72	1,000	On-going	72	72	1,000	On-going
	73	1,500	On-going	73	73	1,500	On-going	73	73	1,500	On-going	73	73	1,500	On-going
	74	1,300	On-going		74	0		74	74	1,300	On-going	74	74	1,300	On-going
				74	75	1,300	On-going		75	0					
Series Which Begin in 1992	75	2,400	Dec-91	75	76	2,400	Dec-91	75	76	2,400	Dec-91	75	75	2,400	Dec-91
	76	3,500	Mar-92		77	0	Mar-92	76	77	3,500	May-92		76	0	
	77	4,500	Jun-92	76	78	3,500	May-92		78	0	Jul-92	76	77	3,500	May-92
	78	3,300	Sep-92	77	79	4,100	Jul-92	77	79	4,500	Sep-92	77	78	4,500	Jul-92
					80	800	Sep-92	78	80	3,300	Nov-92		79	0	Sep-92
				78	81	2,900	Nov-92					78	80	3,300	Nov-92
Series Which Begin in 1993	79		Dec-92	79	82	0	Jan-93		81	0	Jan-93	79	81	0	Jan-93
	80		Mar-93		83	0	Mar-93	79	82	0	Mar-93		82	0	Mar-93
	81		Jun-93	80	84	0	May-93	80	83	0	May-93	80	83	0	May-93
	82		Sep-93	81	85	0	Jul-93		84	0	Jul-93	81	84	0	Jul-93
					86	0	Sep-93	81	85	0	Sep-93		85	0	Sep-93
				82	87	0	Nov-93	82	86	0	Nov-93	82	86	0	Nov-93

* = Size as of first mailing for 1992 (End of Dec 1991)

WER Qtrl vs Bi-Moly Newsst Sale (updated printed 12/23/91, 1:05 PM)

	Price/ Copy	Copies Shipped/ Issue	Issues/ Year	Copies Shipped/ Year	Avg. Discount	RDA/S&H per Issue	RDA/S&H per Issue	Sell-Thru Pct.	Net Copies Sold	Net $ Sales	Est. Subs Sold/M	Est. Net Subs Sold
4 x 6.00/Copy (1991 Rough Actuals)												
AD's	$6.00	10,800	4	43,200	50%	$0	$0	70%	30,240	$90,720	35	1,073
Warner	$6.00	19,300	4	77,200	46%	$3,200	$12,800	35%	27,020	$61,775	19	512
		30,100		120,400		$3,200	$12,800		57,260	$152,495		1,585
4 x 6.75/Copy (Best Case)												
AD's	$6.75	10,800	4	43,200	50%	$0	$0	70%	30,240	$102,060	35	1,073
Warner	$6.75	19,300	4	77,200	46%	$3,200	$12,800	35%	27,020	$71,097	19	512
		30,100		120,400		$3,200	$12,800		57,260	$173,157		1,585
4 x 6.75/Copy (Worst Case)												
AD's	$6.75	10,800	4	43,200	50%	$0	$0	60%	25,920	$87,480	35	920
Warner	$6.75	19,300	4	77,200	46%	$3,200	$12,800	30%	23,160	$59,112	19	439
		30,100		120,400		$3,200	$12,800		49,080	$146,592		1,359
6 x 5.00/Copy (Best Case)												
AD's	$5.00	10,800	6	64,800	50%	$0	$0	70%	45,360	$113,400	35	1,610
Warner	$5.00	19,300	6	115,800	46%	$3,200	$19,200	35%	40,530	$74,019	19	769
		30,100		180,600		$3,200	$19,200		85,890	$187,419		2,378
6 x 5.00/Copy (Worst Case)												
AD's	$5.00	10,800	6	64,800	50%	$0	$0	60%	38,880	$97,200	35	1,380
Warner	$5.00	19,300	6	115,800	46%	$3,200	$19,200	30%	34,740	$60,702	19	659
		30,100		180,600		$3,200	$19,200		73,620	$157,902		2,038

WER Qtrly vs. Bi-Moly Costs (updated printed 12/23/91, 1:08 PM)

Printing & Folt

Print Run	
Subscriber 2nd Class US	21,500
2nd Class Canada	875
2nd Class other foreign	1,025
US & Canada First Class/Air Mai	375
Other Foreign ISAL	325
Warner	19,000
AD's	10,500
Office/Other	1,500
Total	55,100

		Set-up or Per Issue	Per Page	Per M Copies	Per Page/ M Copies	Cost per 144 Page Issue	Cost of 4 144 Page Issues	Cost per 96 Page Issue	Cost of 6 96 Page Issues	Change per Issue	Change per Year
Pre-Press											
Build-Up Cover		$700				$700	$2,800	$700	$4,200	$0	$1,400
AA's		$100				$100	$400	$100	$600	$0	$200
Colors, camera & stripping/page			$22.75			$3,276	$13,104	$2,184	$13,104	($1,092)	$0
Print											
3 x 32 page signatures	55.1	$2,064		$35.70				$4,031	$24,186		
4 x 32 + 1 x 16 page signatures	55.1	$3,090		$59.30		$6,357	$25,430			($2,326)	($1,243)
Cover		$690		$18.15		$690	$2,760	$690	$4,140	$0	$1,380
Ink											
Black	55.1				$0.06	$510	$2,041	$340	$2,041	($170)	$0
Color		$200				$200	$800	$200	$1,200	$0	$400
Stock											
Inside pages	55.1				$1.32	$10,443	$41,774	$6,962	$41,774	($3,481)	$0
Cover	55.1			$45.31		$2,497	$9,987	$2,497	$14,981	$0	$4,994
Bind											
Bind 3 signatures with cover	55.1	$220		$35.00				$2,149	$12,891		
Bind 5 signatures w/ cover	55.1	$220		$40.25		$2,438	$9,751			($289)	$3,140
Inserts											
Print one Bind-in	55.1			$20.72		$1,142	$4,567	$1,142	$6,850	$0	$2,283
Print one Blow-in	55.1			$9.98		$550	$2,200	$550	$3,299	$0	$1,100
Bind in one card	55.1			$2.00		$110	$441	$110	$661	$0	$220
Blow in one card	55.1	$60		$5.70		$374	$1,496	$374	$2,244	$0	$748

WER Qtrly vs. Bi-Moly Costs (updated printed 12/23/91, 1:20 PM)

		Set-up or Per Issue	Per Page	Per M Copies	Per Page/ M Copies	Cost per 144 Page Issue	Cost of 4 144 Page Issues	Cost per 96 Page Issue	Cost of 6 96 Page Issues	Change per Issue	Change per Year
Mail											
Mail less than 100 pages	24.1	$51		$18.00				$485	$2,911		
Mail 101-200 pages	24.1	$51		$20.70		$550	$2,201			($65)	$710
Mail list changes		$65				$65	$262	$65	$392	$0	$131
Stuff Envelopes	2.6			$51.45		$134	$535	$134	$803	$0	$268
Pre-Sort & Bagtag for shipment	23.4			$5.60		$131	$524	$131	$786	$0	$262
Warner/AD Labels Affixed		$45				$45	$180	$45	$270	$0	$90
Warner Shipping/Boxes (96)		$1,120						$1,120	$6,720		
Warner Shipping/Boxes (144)		$1,400				$1,400	$5,600			($280)	$1,120
AD Shipping/Boxes (96)		$560						$560	$3,360		
AD Shipping/Boxes (144)		$700				$700	$2,800			($140)	$560
Postage											
2nd Class US by weight (96)	18.0			$21.20				$382	$2,290		
2nd Class US by weight (144)	18.0			$15.90		$286	$1,145			$95	$1,145
2nd Class US by piece	18.0			$145.00		$2,610	$10,440	$2,610	$15,660	$0	$5,220
2nd Class Canada by piece	0.8			$870.00		$696	$2,784	$696	$4,176	$0	$1,392
2nd Class other foreign by piece	1.0			$960.00		$960	$3,840	$960	$5,760	$0	$1,920
ISAL (96)		$400						$400	$2,400		
ISAL (144)		$550				$550	$2,200			($150)	$200
Air Mail & First Class (96)		$600						$600	$3,600		
Air Mail & First Class (144)		$800				$800	$3,200			($200)	$400
Warner & AD Shipping. (96)	29.5			$83.90				$2,475	$14,850		
Warner & AD Shipping (144)	29.5			$111.86		$3,300	$13,200			($825)	$1,650
						$41,619	$166,557	$32,698	$196,150	($8,922)	$29,593